



REMEMBERING
OUR ROOTS



RCRG

RICHMOND CARES & RICHMOND GIVES

2016-17 Annual Report



City of
Richmond

Malcolm D. Brodie
Mayor

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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.

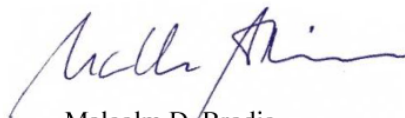
Working together, the City, key community partners such as RCRG and individual volunteers have made Richmond an international benchmark community for liveability and build our volunteer capacity.

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



The more things change, the more they stay the same. Certainly, that's the case at Richmond Cares, Richmond Gives. Not in a bad way, though. We mean it in the best way possible.

It's true that, in recent years, there have been a lot of changes at our organization: a new name, a new logo, a new website. But the most important thing – the impact we have on the community – hasn't changed. And that simple fact fills us with hope and optimism for the future.

We've been active in the community now for 45 years, and there's no better feeling than knowing that our work still matters; that every day, we continue to make a difference.

Take our **Information & Volunteer Centre**, for instance. The way people volunteer, and how they find volunteer opportunities, is much different than it was four and a half decades ago. But as time has marched on, we, too, have taken steps forward. Today, through a range of online and offline tools, we make it easier than ever before for Richmond residents to find meaningful volunteer roles.

But it's not just about matching volunteers with the right opportunities. We also work, in our **Leadership Richmond** program, to create an environment where volunteerism is supported and valued. Whether that means giving youth a chance to develop community leadership skills, or encouraging businesses to launch employer-supported volunteer programs, it's work that grows in importance as Richmond grows as a community.

Our **Child Care Resource & Referral Centre**, part of our organization since 1991, continues to be an essential source of support for parents and child care providers, offering them information, resources, and training on finding, and delivering, quality child care.

The **Richmond Christmas Fund** began in the 1930s, and has been run by our organization since 2001. Poverty, unfortunately, remains a reality in Richmond, a reality that hits particularly hard during the holiday season. For those struggling to get by, the Christmas Fund is a beacon of hope, and a symbol of our community's generosity.

As Richmond's population gets older, our **Seniors Community Support Services** take on added importance. Whether it's grocery shopping, transportation, or friendly visiting, the need for these services has grown considerably. We're committed to meeting the demand, and creating a more inclusive, caring community for seniors.

A lot can change in 45 years. Our organization most definitely has. But our work –strengthening community connections, improving the lives of Richmond residents – is timeless. It's worth **Remembering Our Roots**, because we're proud of where we came from, and it isn't so different from where we are. Or indeed, where we're going.

Pat Watson, Chair

Ed Gavsie, President & CEO

INFORMATION & VOLUNTEER CENTRE



BECAUSE WE'RE HERE...RICHMOND RESIDENTS ARE CONNECTED TO THEIR COMMUNITY.

If there's one thing we've learned in the past 45 years, it's that volunteering never goes out of style. As Richmond's volunteer centre, we serve people of all ages and backgrounds. They pass through our doors - both physical and digital - looking to get involved in their community, and whether through our online volunteer opportunities database, or in-person Volunteer Match service, we help them find meaningful and rewarding ways to give back.

It's not just volunteering, though. We also provide Richmond residents with community information, sometimes at our office, other times over the phone, and 24/7 on our website, which is home to Richmond's most comprehensive Community Services Directory, as well as an Events Calendar.

In short, we're passionate about community engagement - about creating connections between people and services, and people and causes. It's our way of building a stronger, more inclusive Richmond.



KEY STATS



- Our Volunteer Match Advisors contributed **219** hours towards helping **179** individuals find suitable volunteer positions.
- **2,566** people received information about volunteering and community services, whether directly from our office (**1,820**), at presentations (**502**), or at community events (**244**).
- Our online volunteer opportunities database was viewed **23,513** times, and our online Community Services Directory was viewed **8,779** times.
- In partnership with The Richmond News, we published the 2016-17 edition of the Richmond Seniors Directory, of which **15,000** copies were distributed throughout the community.

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



PROGRAM HIGHLIGHTS



- To celebrate National Volunteer Week, we co-hosted the 9th annual Volunteer Appreciation Event at the Richmond Caring Place. We also asked community members to show their support for volunteerism by stopping by to solve the clues on a life-sized crossword puzzle, which was designed by our volunteer graphic designer, Kristina Mok. Nearly 85 people came out to celebrate volunteers at this event!
- Our staff members spent one morning volunteering together at the Richmond Food Bank, to assist with tasks such as produce and product distribution, as well as nutrition demonstration. It was a valuable experience to meet their staff and clients and learn more about their distribution process.
- We gave our best wishes to Volunteer Match Advisor Les Baker, who will be moving back to Australia. Although Les had only been on our team for half a year, many community members were able to find volunteer jobs that they'll enjoy thanks to his guidance and support. A highlight from his role was when he presented on volunteering to students at McRoberts Secondary School. In Les' words: "I am 70 years old and have never done anything quite like this in my life. My lesson from this experience - challenge yourself, prepare your strategy, face your fears head on and do your best. You will be glad you did. After all, isn't that how we tackle our journeys through life?" We couldn't have said it better. Les will be dearly missed, but we wish him the best!

Then

Now



LEADERSHIP RICHMOND



BECAUSE WE'RE HERE...RICHMOND'S VOLUNTARY SECTOR IS STRONGER THAN EVER.

At RCRG, a big part of what we do is capacity building. We work to ensure that Richmond - especially our community's charitable sector - has the capabilities and resources to meet the needs of a diverse and growing population. To focus our efforts, we created the Leadership Richmond program, which has been going strong for over a decade.

The program consists of three modules. First, there's **Youth Now**, which gives young people between the ages of 18 and 25 an opportunity to serve on a non-profit board of directors. Next is **Richmond Caring Companies**, in which we help local businesses develop community engagement strategies. Finally, in the **Community** module, we provide training to non-profit professionals. Taken together, the three components of Leadership Richmond keep adding new building blocks to our community's foundation, making it stronger by the day.



KEY STATS



- **8** youth leaders and **8** organizations participated in this year's Leadership Richmond – Youth Now program.
- Through the Leadership Richmond - Community module, we offered a combined total of **6** workshops and training series, attended by **88** participants.
- As part of the Richmond Caring Companies program, **15** volunteers from local businesses and organizations participated in the 5th Annual Day of Caring.
- **40** professionals participated in our customized Volunteer Management Training Series for Stenberg College.

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



PROGRAM HIGHLIGHTS



- In June, at the Richmond Public Library's Brighthouse Branch, we held a feature workshop on the New BC Society's Act, presented by Martha Rans.
- Through our partnership with Administrators of Volunteer Resources BC, we provided a sector-specific Speaker Series workshop in Richmond, in which volunteer management professionals shared best practices for including group volunteering in their programs.
- On August 13, we celebrated another year of employer-supported volunteering, at the Richmond Day of Caring. Held at The Sharing Farm, the event brought together volunteers from the Richmond Auto Mall Association, Pacific Gateway Hotel, Richmond News, and Richmond Chamber of Commerce. Among their tasks were braiding garlic and building water walls, to help The Sharing Farm prepare for its annual Garlic Festival.

Then

Now



NEIGHBOURHOOD SMALL GRANTS

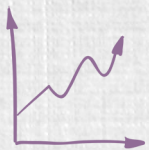


BECAUSE WE'RE HERE...SMALL COMMUNITY PROJECTS ARE BRINGING NEIGHBOURS TOGETHER.

Among RCRG programs, Neighbourhood Small Grants is the new kid on the block. And that's kind of fitting, as the program's all about getting people from the same block - or neighbourhood, or apartment complex - to connect with one another. How? By giving them a chance to carry out collaborative community projects.

Each year, in partnership with the Vancouver Foundation, we award grants of up to \$500 to Richmond residents, who use the funding to host block parties, plant community gardens, plan art exhibitions, and come up with other creative ways to build stronger connections between neighbours.

Since 2014, when we first began offering Neighbourhood Small Grants, the program has grown considerably, with more applications received, and more grants awarded, every year. It's evidence, we think, that even as Richmond becomes more diverse, a deep sense of community remains. We're all neighbours, after all.



KEY STATS



- In 2016, we awarded Neighbourhood Small Grants to **28** community projects - our highest total ever.
- Of those who received grants, **19** were first-time applicants.
- The overall value of the grants was **\$13,700**.
- **10** volunteers served on the Resident Advisory Committee, where they reviewed applications, determined the winners, and then offered support and guidance to the successful applicants, to ensure their projects had the greatest impact possible.



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



PROGRAM HIGHLIGHTS

- Many of this year's projects focused on connecting neighbours who live in condominiums/apartments, as applicants saw the importance of knowing who lives in their building, aside from those who are next door or on the same floor.
- One event, at Fullerton, saw residents surprised that there were many children living in the building. They thus hosted a second event: a Halloween party complete with costumes and pumpkin carving. All children also received goody bags.
- At a condominium at Britannia, residents built a community garden above ground so that children and seniors could grow vegetables. The garden was a success, and they hosted a BBQ using the harvest from their garden.
- We also had our first youth NSG project this year. Two youth leaders applied for a grant to host a model United Nations Human Rights Council. The youth prepared for the event and participants were able to improve their public speaking and debating skills. The youth leaders met new youth in their community from different schools, and got to learn more about what is happening in the world.

Then (All the way back in 2014!)

Now



RICHMOND CHILD CARE RESOURCE & REFERRAL CENTRE



BECAUSE WE'RE HERE...FAMILIES AND CHILD CARE PROVIDERS HAVE SUPPORT.

At RCRG, improving access to safe, nurturing, quality child care has long been one of our goals. Our commitment to that goal is reflected in our Child Care Resource & Referral Centre, a program we've been running since 1991.

The CCRR, as it's best known, offers a free child care referral service for parents, as well as information and resources on choosing quality child care. The CCRR also assists parents in applying for the BC Child Care Subsidy program, and runs a variety of interactive and educational playgroups, like Together Time and Duck, Duck, Goose.

For child care providers, the CCRR is an invaluable source of support, offering dozens of workshops and training opportunities every year, and maintaining Richmond's largest Early Learning Library, filled with activity kits, theme boxes, felt stories, and more. And for those who can't come to the CCRR, the CCRR comes to them, bringing its mobile Community Resource Library to drop-in programs throughout Richmond.



KEY STATS



- A total of **18,391** consultations to parents, providers, students, and others in the community were given by CCRR staff, in addition to the **5,994** handouts that were distributed.
- Of these, **2,693** community referrals were given to families/others, by which we either provided assistance or information about other agencies or services in Richmond.
- Not included in the above data were the **2,308** daycare referrals given to **422** parents and families searching for child care.
- Staff provided subsidy assistance to **456** families, including the **148** families who attended one of our **14** group Subsidy Information Sessions.
- **641** participants attended **31** professional development workshops and courses hosted by the CCRR.

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



PROGRAM HIGHLIGHTS



- Together Time is an extremely popular children's playgroup program that runs from September through June in partnership with SD38, and funded by United Way Success by 6. This year, we saw the retirement of an invaluable member of our team, Cynthia, who was the first official playgroup volunteer for this program since its inception in 2013. The playgroup is highly popular in the community largely through the efforts of our volunteers, who devote their time and energy on a long-term basis, ensuring the program's success. The hard work and efforts from our volunteers make the program possible.
- One of the most significant highlights of 2016-2017 has come from our Training Centre. Our department offers pro-d training through workshops and courses for Early Childhood Educators, and this year we have seen a burst of engagement, with workshops consistently and rapidly booking to the point that the addition of extra seats has become commonplace. One of our largest successes came as a result of the 3-Part Learning Environments Training Series, where participants who attended all three parts received 8 hours of professional development. Part One of the series had over 50 participants, and was so successful that a fourth workshop, continuing the theme, was created. Funding for this series was provided the City of Richmond's Child Care Professional Development Grant.
- 2016 saw many new experiences for the Richmond CCRR. One of the most significant changes was a location change of our offices during the summer, which moved us from the first floor of the Caring Place to the brighter, sunnier third floor. We took advantage of this relocation to refresh parts of our Early Learning Library. This was accomplished by updating some of our older resources as well as adding several new materials. The Library is comprised of approximately 3,000 felt board stories, activity kits, theme boxes, books, and other items, and available to all CCRR members for short-term borrowing. This year our members came in 635 times to borrow from our inventory.



Then



Now



RICHMOND CHRISTMAS FUND

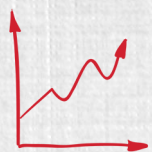


BECAUSE WE'RE HERE...EVERYONE CAN SHARE IN THE HOLIDAY SPIRIT.

The Richmond Christmas Fund has a long, storied history in our community, extending all the way back to the 1930s. It became a program of RCRG in 2001, and we'd like to think that, over the last decade and a half, we've helped write the Christmas Fund's most inspiring chapter yet.

The program's goal is simple: to ensure that everyone, regardless of income, can celebrate the holidays. To turn that goal into reality, we work with hundreds of volunteers and donors, whose support allows us to provide grocery vouchers to Richmond's low-income residents, as well as toys, books, and gift cards to children and teenagers.

A warm, festive meal. Presents to open on Christmas morning. Memories that will last a lifetime. These are the things that make the holiday season so special. They're the same things that the Richmond Christmas Fund makes possible.



KEY STATS



- In 2016, the Richmond Christmas Fund helped brighten the holiday season for **1,735** Richmond residents.
- Among those who received assistance were **726** families and **533** children.
- In total, we distributed **7,202** toys and books to children aged 12 and under, and **142** gift cards to teenagers.
- **184** volunteers contributed **3,220** hours to the program, offering invaluable support during registration, in the toy room, and at special events.
- **16** Christmas Fund Angel Donors made major contributions to the program, whether by hosting a special event, organizing a fundraising campaign, or making a large monetary or toy donation.

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



PROGRAM HIGHLIGHTS



- Our 6th Annual Christmas Fund Drive-Thru Event was held at a new location: River Rock Casino Resort. With musical performances by the Steveston-London choir and jazz band, the event was more festive than ever before! In all, \$5,200 was raised and over 500 toys collected, the latter of which formed a spectacular mountain in the River Rock lobby.
- The program continued to be supported by Christmas Fund Angel Donors, including Richmond's Rotary Clubs, who donated over \$5,000. Meanwhile, a new campaign led by Christmas Fund Chair Rob Howard, called The Homebuilders & Contractors Challenge, donated \$7,100. Another highlight was The Dream Project, organized by Richard Vetter and his team at Wealthsmart, and supported by local entrepreneurs. In its second year, the campaign was a major success, raising \$10,745 - double the previous year's total!
- 2016 also saw a number of records broken. For example, Steveston Beer Fest, organized by Grant and Erinn Bryan, of O'Hare's GastroPub & Liquor Store, raised \$13,160 - its highest total yet. And of course, there's the Richmond Auto Mall, and their Windows of Hope event. In 2016, Windows of Hope continued its tradition of shattering fundraising records, generating a truly remarkable \$33,495 in support of the Christmas Fund. It's because of donors like these, and many more partners - from the Richmond RCMP to Tourism Richmond - that we're able to provide families in need with a holiday season they'll always remember.

Then

Now



SENIORS COMMUNITY SUPPORT SERVICES

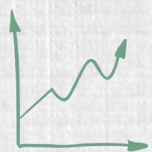


BECAUSE WE'RE HERE...SENIORS STAY INDEPENDENT LONGER.

Remember when there was a Safeway at Lansdowne Centre? We do. It was the first location of our seniors shopping program. Suffice it to say, we've been offering Seniors Community Support Services for a long time.

Today, those services include Information & Referral, Senior Peer Counselling, Grocery Shopping (much expanded from its humble roots), and, through the Richmond Better at Home program, Transportation, Friendly Visiting, and Light Housekeeping.

In 2016, for the first time, there were more seniors living in Canada than children. This demographic shift means RCRG's Seniors Community Support Services are more important than ever before. The need is now *greater* than ever before. We'll continue to do our part, and help ensure that every Richmond senior, for as long as possible, can remain healthy, independent, and connected to their community.



KEY STATS

- **263** unique clients used our Better at Home services.
- **80** volunteers in the Better at Home program contributed more than **5,700** hours.
- **185** unique clients used our Shopping services, and received **3,600** grocery orders.
- **5** Seniors Information & Referral volunteers, with support from **3** interpreters, helped over **340** clients access community resources.
- **19** Senior Peer Counsellors volunteered a total of **1,125** hours.



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



PROGRAM HIGHLIGHTS



- Our Shopping Program includes four services: Shop-By-Phone, Group Shopping, and Individual and Personal Shopping. This year, we ran a pilot program at PriceSmart Foods, to assess the store's viability as an alternative shopping location for clients who wanted to buy more varied products. The 22 clients who attended these shopping trips were very pleased with the program, and expressed interest in future shopping trips at PriceSmart.
- This marks the fourth year of the Richmond Better at Home Program, which continues to comprise three services: transportation, friendly visiting, and light housekeeping. We have seen steady increases in the number of clients using these services, and the frequency with which the services are provided. 204 clients used our transportation service, with 1,655 trips completed; 53 clients were visited more than 1,218 times by their friendly visitors; and 166 clients received housekeeping assistance a total of 1,365 times.

In March 2017, Better at Home was approved for additional funding to expand our existing Shopping Program. As a result, a new location will be added, which will offer our clients a wider variety of shopping choices. The expanded Shop-By-Phone and Group Shopping services will commence in the summer of 2017. Currently, staff are working to recruit volunteers, intake new clients, and prepare for the operation of the services. It is the first program to be co-funded by both Vancouver Coastal Health and Better at Home.

- The Seniors Knowledge Sharing Network project was completed in March. Volunteers from all of our seniors programs came together to share their knowledge and expertise with each other and their peers. They planned a successful community event for seniors, called Summer WHAM (Wellness, Health, and More), which took place at the West Richmond Community Centre, in August. In addition, this impressive group of volunteers designed a magnet listing important community resources.

Then

Now



A CELEBRATION OF MUSIC, CULTURE & COMMUNITY

THE RUNAWAY SUCCESS OF BAND2GETHER4RCRG

We had no idea how it was going to turn out. Not because we didn't have confidence in the organizers, but because, for RCRG, a musical fundraiser was something entirely new. It ended up exceeding even our most optimistic expectations.

But let's take a step back, shall we?

Band2Gether4RCRG owes its existence to Dulce Cuenca, an RCRG board member. She wanted to host a fundraising event, one that would introduce RCRG to a new audience: Greater Vancouver's Filipino community.

Of course, we were excited about the idea, ready to support Dulce in any way she needed. And while we did offer support, most of our time was spent marvelling at Dulce's incredible work ethic.

She formed a volunteer organizing committee, called **CanadianFilipinosforRCRG**. This group, comprised of Dulce, Jomel Trinidad, Leo Cunanan, and Bong Domdom, secured sponsors, sold tickets, and booked performers.

The performers were especially important, because, as we mentioned, this was to be a musical fundraiser, centred around a concert. To get people to come out, the musical acts had to be top notch.

And boy, were they ever.

Band2Gether4RCRG took place on March 4, at Fraserview Church in Richmond. The performers – Jim's Underground, Five For The Road, the BC AkaFellas, and Our Lady of Good Counsel Family Choir – put on an amazing show, a sentiment shared by the appreciative, nearly sold out crowd.

In addition to Dulce and her team, dozens of volunteers helped out, as ushers, stage hands, photographers, and more. Kristina Mok, a volunteer graphic designer, created the entire event program – over 20 hours of work. Even the performers were volunteers.

When all was said and done, from ticket sales, an art auction, and sponsorships (led by Pacific Gateway Hotel, Pier 73 Restaurant, and McDonald's), the event raised **\$10,072** in support of RCRG!

It was a truly remarkable achievement, made possible by an equally remarkable community effort, for which we're beyond grateful. So, same time next year?



All photos on this page were taken by Ray Wang, RCRG's resident volunteer photographer.

THE YEAR IN COMMUNICATIONS



HOW WE PROMOTED RCRG, BOTH ONLINE AND OFFLINE

On the communications front, the past year was filled with exciting projects and pleasant surprises. We're pleased to report that, in its first full year of operation, our website recorded 99,230 unique pageviews, from 20,404 visitors. Our social media accounts, meanwhile, are more active than ever, and we even gave Instagram a try, starting up an account specifically for the Richmond Christmas Fund. Our newsletter, Cause & Effect, is on a monthly distribution schedule, providing readers with a steady flow of RCRG news and notes. Also appearing monthly: our ads in The Richmond News, which highlight our programs and services, events, volunteer opportunities, and more.

Among our new projects in the past year was an online campaign page, for the Christmas Fund. Powered by Chimp, the page made it easy to support fundraising campaigns like The Dream Project and The Homebuilders & Contractors Challenge. By the end of the holiday season, online donations through the page had exceeded \$13,000, and we're setting an even higher goal next year!

In the category of pleasant surprises, Fiona Forbes, of Shaw TV, approached us to see if we'd like to appear on the Richmond edition of Where You Live, a show highlighting different communities in Greater Vancouver. Of course we said yes, and the next week, Ms. Forbes showed up at our office, camera crew in tow, to interview Ed Gavsie, RCRG's President & CEO. The episode aired February 24, and you can see our clip on YouTube (just search **Where You Live Richmond**).



Finally, though mentioned elsewhere in this report, we would like to highlight once more our giant National Volunteer Week Crossword Puzzle. Built using clues submitted by the community, and created by our volunteer graphic designer, Kristina Mok, the crossword celebrates volunteerism in Richmond. It looks amazing and, just as important, it's interactive: once it's filled in, it can be erased and completed all over again! As such, we'll be displaying it at community events for a long time to come.

RCRG's marketing efforts are overseen, and guided, by our Communications Committee. Relying on their expertise, we already have a number of promising initiatives planned for the year ahead. Visit our website, follow us on social media, or subscribe to our newsletter to stay in the loop!

COMMUNITY PARTNERS



BECAUSE THEY'RE HERE...WE'RE ABLE TO DO WHAT WE DO.

In the non-profit sector, impact is everything. At RCRG, we ask ourselves every day, "Are we making a difference in the community? Is Richmond a better place because we're here?" That we can confidently answer "yes" speaks not only to our strength as an organization, but to the generosity of our supporters. By providing funding, contributing volunteer hours, and donating services, our supporters bring our mission to life. Because of them, our programs and services reach more people, and our impact is felt on a deeper level, right down to the roots of our community. In short, our supporters believe in what we do, and that means the world to us. It also means that every chance we get, including this one, we tell them, enthusiastically and wholeheartedly, **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
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PROVINCE OF BC • PROVINCE OF BC, MINISTRY OF CHILDREN & FAMILY DEVELOPMENT
RICHMOND AUTO MALL ASSOCIATION • RICHMOND NEWS • SAFEWAY - BROADMOOR
UNITED WAY OF THE LOWER MAINLAND • VANCOUVER COASTAL HEALTH - RICHMOND HEALTH SERVICES
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WHO WE ARE

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A Hub for Volunteering and Giving

