

Message from the Chair

It is exciting to live in this wonderful community called St. Albert. Without volunteers our community would not experience the growth, the kindness and the sense of civic pride. Volunteers help build and strengthen our community by responding to the needs and that makes our community unique.

Our Community Information and Volunteer Centre (CIVC) volunteer board members have been consistent, enthusiastic and very committed. They are knowledgeable about the community and are well connected to life in St. Albert; being connected in community life means that all of them have invested their lives in community. They volunteer for a cause they believe in and they approach their tasks at hand with determination. A lot of time and effort is devoted to setting and achieving goals that will benefit and enhance the services provided to our community. All board members have been outstanding in devoting their time to represent the board, sometimes with very little notice.

The board is very aware of community need and the challenges we face. The board has taken an interest in gaining more insight into community issues and is participating in the celebration of St. Albert's 150th anniversary as well as continuing to be involved in promotional opportunities for CIVC and fundraisers such as the annual Golf Tournament hosted by the Sturgeon Valley Athletic Club. Our youth board member is dedicated and demonstrates a lot of insight into various issues relating to the community. We learn a lot from youth; she brings a diverse dynamic to the meetings.

The board has developed a culture of its own. It is supportive, caring, respectful, experienced and skilled, with interests, values and beliefs that are shared by all board members. The board meetings are productive and creative. Experiences and knowledge is shared through story telling. Humour and having fun is a part of the board's culture - laughter is a must.

Once again, we hosted various events in St. Albert during National Volunteer Week, April 10 – 16, 2011.

'Back to the Future – 150 years of Volunteer Impact' - a volunteer appreciation luncheon, with great food and entertainment, was well attended by more than 280 community volunteers.

'Volunteers ... Love in Motion!' - Volunteer Citizen of the Year and Leaders of Tomorrow awards ceremony was held Saturday, April 30 at St. Albert Alliance Church.

This celebration is a way to thank and honour past and present volunteers for their gift of giving, for their time, energy and skills.

Volunteering is the most fundamental act of citizenship. We truly need to foster volunteers and encourage their lifelong commitment because our volunteers are priceless.

Volunteer Week is an appropriate recognition of the value of volunteerism in our community. A special note of thanks goes to CIVC volunteers and staff for their dedication and commitment in organizational support of volunteer week events.

It is a pleasure to be part of this great organization (CIVC), the staff and the Executive Director are outstanding citizens - thank you for your hard work and support - you make an incredible difference in our community!

CIVC appreciates and thanks our long-term supporters: Family and Community Support Services (FCSS); United Way of the Alberta Capital Region; and the City of St. Albert. Appreciation is genuinely offered to the many local organizations, businesses, individuals, and all the volunteers who support the many programs and services of CIVC.

CIVC looks forward to future years developing new and innovative volunteer programs as our community's needs become evident. Funding goals are an ongoing challenge which is being met by extended effort of all staff, volunteers and board members.

○ Ruth Moellenbeck



St. Albert Community Information and Volunteer Centre

MISSION STATEMENT

Beliefs

Human Service needs can only be met when an individual's dignity is respected.
All individuals have a right to determine what services they need.
Every person is entitled to assistance in meeting their needs.
Everyone has a right to information regarding human services.
Volunteerism is vital to a healthy community.
All services must be provided in a non-exploitive way.

Vision

The Vision of Community Information and Volunteer Centre is that all members of the St. Albert community will take personal responsibility through active involvement in meeting human needs.
There will be full awareness of community information which will be utilized to meet identified needs.
Community Spirit will thrive with the active participation of its members.

Mission

To provide community information and referral, and volunteer services for all community members.

Target

Will serve the residents of the City of St. Albert and organizations which benefit its residents for Information and Referral and Volunteer Services.
Direct human services will be provided to individuals in greatest need, if cost effective.

Board of Directors - 2010/2011

EXECUTIVE:

Ruth Moellenbeck
Chair

Ryan Stasyne
Vice Chair

Ray Sawchuk
Treasurer

Georgeann Wilkin
Secretary

BOARD MEMBERS:

Joan Brick
Lawrence Burt
Kyla Prystupa
Elizabeth Kazulin
David Marshall

EXECUTIVE DIRECTOR:

Glynis Thomas

Staff

Lorraine Gerling
Director, Sidekicks Mentoring Program

Sherri Maksymic-Koziol
Coordinator, Sidekicks Mentoring Program

Peggy Gilchrist (resigned)
Coordinator, Sidekicks Mentoring Program

Susan Jones
Human Service Assistant

Glennis Kennedy
Coordinator, Volunteer Centre Services

Vivian Leland
Director, Information & Referral

Ricky Masik
Director, Information Technologies

Pat Phelan
Director, Volunteer Centre Services

Glynis Thomas
Executive Director

Sandra Fenton
Accountant

Staff (Temporary)

Hayley Johnson, Administrative Assistant
Lauren Matsuba, Sidekicks Program Assistant

*Community
Information
and Volunteer Centre
volunteers contributed
7,516 hours of service*

**Community Information and Volunteer Centre
Volunteers**

Elaine Anderson
Marley Babcook
Gerry Beauchamp
Vicki Beauchamp
Charlene Berard
Mavis Berard
Ray Berard
Leonora Boisvert
Jody Boras
Joan Brick
Doris Burt
Lawrence Burt
Rick Cargill
Darlene Clarke
Patricia Conrad
Vincent Coulombe
Chantelle Day
Helen Determan
Gary Doblanko

Leanne Donnelly
Linda Duquette
Alexia Epp
Barbara Flynn
Maggie Forbes
Darin Fuller
Justin Gerling
Lorraine Gerling
Elaine Giger
Peggy Gilchrist
Vicky Johnson
Susan Jones
Katimavik
Elizabeth Kazulin
Glennis Kennedy
Lauren Kennedy
Heather Kerbes
Casey Kinsella
Chris Kinsella

Barbara Klak
Kathi Kozak
Sherri Maksymic-Koziol
Linda Lea-Wilson
Sherri Lees
Ray Leland
Vivian Leland
Dave Manchak
Marilyn Manning
David Marshall
Greg Masik
Ricky Masik
Karen McIntyre
Sandy Mitchell
Ruth Moellenbeck
Bob Morgan
Susan Otto
Rebecca Pelletier
Pat Phelan

Rose Pomietlavz
Kyla Prystupa
Ray Sawchuk
Jodie Seivewright
Magon Sigue
Karen Smith
Nathasha Squire
Ryan Stasyne
Diane Stone
Jill Swann-Lussier
Sharon Tansey
Mason Tate
Sue Telford
Glynis Thomas
Dale Thompson
Roy Thorpe
Ken Venner
Georgeann Wilkin
Laurel Young

Sponsors of Community Information and Volunteer Centre

Funders

FCSS, City of St. Albert
United Way of the Alberta Capital Region
Alberta Culture and Community Spirit

Major Sponsors

Campbell Liquor Store
Canada West Limited
Hole's Greenhouses & Gardens Ltd.
I.O.D.E. - Ethel Cuts Chapter
Investors Group Financial Services Inc.
Lorie Garrity Consulting
Optimist Club of St. Albert

RONA (St. Albert)
Roy Financial Services Inc.
Royal Canadian Legion (Br. 271)
St. Albert Breakfast Lions Club
St. Albert Cosmopolitan Club
St. Albert Dental Centre
St. Albert Gazette

St. Albert Kinettes
St. Albert Knights of Columbus
Servus Credit Union
Sturgeon Valley Athletic Club
Sturgeon Valley Cosmopolitan Club
Tim Hortons
Tim Hortons Children's Foundation

Community Sponsors

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ATCO Gas - Bob Forbes
Beacon Glass Products Ltd.
Beaner Fun Cuts for Kids
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Big Toy Wash Co. Ltd
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Jody Boras, i.d.ah interiors
Boston Pizza
Joan Brick
Bubbles Car Wash
Norm Bucsis
Lawrence Burt
Canada World Youth
(Amy Jiron-Villegaus/Amy Lee)
Cajun House
Canada Safeway
Canadian Tire
City Ford
Community Information and
Volunteer Centre Staff & Volunteers
Dandy's Find Foods & Catering Inc.
Dairy Queen (St. Albert)
Dentus Family Dental
Desa School of Karate
Diamond Sound
East Side Marios
Echo Promotions

Fantasyland Hotel
Gwen Fikowski
Focus on You
Gemport
Genstar Development Co.
Lorraine Gerling
Grandin Theatres
Great Canadian Dollar Store
Hairrevtoo Inc.
International Children's Festival
Joey's Restaurants
Susan Jones
Wendy-Lynn Jones, Mary Kay ©
Glennis Kennedy
Kids Up Front
King of Kings Lutheran Church
Klondyke Flowers
Vivian Leland
Heidi Logan
London Drugs
M&M Meats
Terry Maksymic
Ricky Masik
Ruth Moellenbeck
Optimist Breakfast Club
Northlands
Mary O'Neill
Alana Parks
Pat Phelan
Priority Printing Ltd.
Kyla Prystupa
Ragged Edge Hair Studio

Re/Max Real Estate (Hebert Rd., St. Albert)
Rocky Mountain Chocolate Factory
St. Albert Alliance Church
St. Albert Bowling Centre
St. Albert Centre
St. Albert Children's Theatre
St. Albert Rotary Club
St. Albert Steel
Saint City News
Save-on-Foods
Second Cup Inglewood Towne Centre
Shoppers Drug Mart
Karen Smith
Smitty's Family Restaurants
Snow Valley
Sobey's
SPT Drilling
Staples - the Office Superstore
Starbucks (Village Tree Landing)
Ray Sawchuk
Richard Fowler Junior High School
Ryan Stasyne
Synergy Family Wellness Centre
Swiss Chalet
TELUS World of Science
The Coffee Cup
The Next Best Thing
Glynis Thomas
Ukrainian Cultural Heritage Village
Volunteer Alberta
Wal-Mart
Georgeann Wilkin

OVERVIEW

The Community Information and Volunteer Centre is a non-profit volunteer based organization which was formed in January 1980. The agency operates several programs including:

- 1) Management and Training Service;
- 2) Community Information and Referral;
- 3) Sidekicks Mentoring;
- 4) Volunteer Centre Services.

The Community Information and Volunteer Centre acts as a focal point to encourage and enrich family and community life of all residents of St. Albert by the maximum use of volunteers in the provision of needed human services.

Primary Goals

- ▶ To enable all residents to influence the community in which they live and enhance opportunities for mutual support.
- ▶ To empower residents to participate in the human service sector and address social problems.
- ▶ To encourage agencies to be innovative and creative in the delivery of their programs and services.
- ▶ To promote social good through the maximum use of volunteers.
- ▶ To support families under stress through strengthening their capacity to support themselves.

Management and Training Service

- ❖ an activity that assists community groups engaged in volunteer and/or information and referral programs, to help strengthen volunteer and community networks, through shared problem-solving and education.

Community Information and Referral

- ❖ an activity that provides information designed to link people in need with the appropriate agency or service designed to eliminate or alleviate that need.

Sidekicks Mentoring

- ❖ an activity that provides a mentoring program that matches children to mature volunteers and offers support to the whole family. The purpose of the match is mutual friendship.

Volunteer Centre Services

- ❖ an activity that provides recruitment and referral to volunteers both internally and externally to the agency, and provides training and consultation to staff from area organizations.

Benefits to St. Albert

The Community Information and Volunteer Centre strengthens community groups by offering consultation and training services in board development, volunteer management and information and referral services. Working with community groups to identify needs and issues, the Community Information and Volunteer Centre is able to assist these groups through shared problem-solving and education. As a result, community agencies are more skilled in offering guidance and support to volunteers and staff.

Through networking with other volunteer centres, the development of a resource library and internal staff development, the Community Information and Volunteer Centre enhances its position as a central point of information dissemination. This sharing of trends, issues and practices in the non-profit sector assists community agencies to be knowledgeable and up-to-date.

Value of Management Consultation and Training Services

Through regular liaison and effective communication with local agencies regarding board and volunteer issues, the Community Information and Volunteer Centre is able to respond to agency needs by providing individual consultation and direction, training workshops for volunteers or staff, information and resources, or referrals.

Depending on the presenting concern, various methods of assistance are initiated. Customized training workshops or resource materials are developed or compiled to help the agency deal with its issues.

2010 proved to be an active year in terms of educational sessions offered to our member agencies and our community with workshops offered in Board Development, Volunteer Orientations and Leadership Institute Training.

On May 11 & 12, June 23 & 24, September 21 & 22, and October 18 & 19, 2010 Community Information and Volunteer Centre partnered with Alberta Culture and Community Spirit to bring Leadership Institute Training to St. Albert and surrounding non-profit organizations. All Workshops were very well received and well attended with 210 participants.

In November, 2010 a Board Development workshop was offered with 26 participants attending.

In December, 2010 a Special Event Volunteer Orientation and Training was held at the St. Albert Senior Citizens' Club with 100 volunteers attending.

Additionally, during 2010, Volunteer Centre Services provided individualized consultations to agencies who

requested our assistance. Areas of support included: volunteer recruitment; agency promotion; writing volunteer job descriptions; volunteer recognition; volunteer screening; board development; creating a volunteer program; and volunteer management issues.

Community Awareness

In April, 2010 Community Information and Volunteer Centre participated in the Spring into Spring Lifestyle Expo Trade Show hosted by the St. Albert Chamber of Commerce. This Trade Show is very well attended by the general public giving us profile in the community and an opportunity to speak to the public about the many programs we offer at the Centre.

In November, 2010 Community Information and Volunteer Centre once again partnered with the City of St. Albert Recreation Services to host the 3rd annual Volunteer Fair. The Volunteer Fair 'Cultivate Your Role in the Community' was developed to ensure that volunteerism continues to thrive through increased recognition and public awareness. The Community Information and Volunteer Centre was once again successful in securing the Community Events Grant from the Community Services Advisory Board and City Council to assist with the expenses associated with the Volunteer Fair. The Fair brought together 51 non-profit organizations from St. Albert and surrounding areas. These organizations were represented by recreation, leisure, sport, culture, human service, faith-based and service groups giving them the opportunity to showcase their organization's volunteer opportunities and educate the community about the work they do. The Fair was very well attended by members of the general public. Participating organizations were happy with the location and the traffic throughout the day. After the Fair, an evaluation was sent to all participating organizations and feedback was very positive. The Community Information and Volunteer Centre will once again host the Volunteer Fair in November of 2011.

In 2010 and continuing into 2011 Community Information and Volunteer Centre has been very involved in the planning and staging of four major events in St. Albert - Rendezvous 2011, the 150th Birthday Celebration of St. Albert, the Continental Cup of Curling in January 2011, the 55+ Alberta Winter Games in February 2011 and the 2012 Special Olympics National Winter Games.

We have also been invited to manage the volunteer component of the World Junior Hockey Championships coming to Edmonton in December, 2011 where 500 volunteers will be involved.

Volunteer involvement is a critical component in the successful staging of these events. Our Volunteer Centre offers our support and expertise in the work of recruiting, screening, training, outfitting, motivating, supporting and recognizing volunteers for these events.

Management and Training Service (cont'd)

Our Volunteer Centre participates with the FCSS Seniors Working Group Committee with representatives from all senior service providers in our community. This group has been working on important issues such as a community protocol for senior abuse, senior transportation which has been an issue for many years, and a central community information resource for seniors and their caregivers.

Future Directions

To further enhance our role, Volunteer Centre Services will continue to respond to identified areas of need in offering workshops on board development and volunteer program management topics aimed at enhancing the professional development of staff in human service organizations.

We will continue with follow-up with the organizations we serve to ensure individuals who volunteer have a positive volunteer experience. With staff turnover in our sector, we are being called upon regularly to assist new Volunteer Managers with all aspects of volunteer management, program management, volunteer retention, screening, training and recognition.

Challenges

An ongoing challenge is to ensure that volunteers referred by us to the organizations we serve are enjoying a positive volunteering experience. We will continue to bring training to those organizations we serve to ensure that volunteers are happy in their roles and continue to contribute their valuable time and talents to our community.

Recent changes to volunteer screening with Police Information Checks and Vulnerable Sector Verifications are of great concern to our Volunteer Centre and those organizations that we serve. Organizations are confused with the new requirements and are concerned with the lengthy processes involved, fearing volunteers will not be motivated to go through the required and sometimes lengthy processes. We will be required to recruit volunteers at least three months prior to engaging the volunteer where Police Information Checks and Vulnerable Sector Verifications are required. With the upcoming special event such as the 2012 Special Olympics National Winter Games being hosted in St. Albert in February 2012, volunteer recruitment of more than 600 volunteers will need to be completed by October, 2011.

Our Volunteer Centre is working with our local RCMP Detachment and the City of St. Albert to bring the technology to our community to expedite this process and alleviate this current concern.

As our community grows, our existing resources are challenged to meet the growing needs of our community requiring the valuable services we provide.

COMMUNITY INFORMATION AND REFERRAL

Benefits to St. Albert

Information and Referral Services exist for the purpose of assisting citizens in locating resources to meet the wide variety of needs in our society. Access to Information and Referral is both the right and responsibility of individuals (and families) to participate in identifying their own needs and choosing an informed course of action in an attempt to solve their problems. As an integral part of the preventive social service system, Information and Referral agencies act as facilitators and connect people in need with the appropriate social or community service agency. It is by way of cooperation and coordination in roles of leadership, assessment, and advocacy that Information and Referral programs strive to achieve the goal of encouraging and assisting in the development of a healthier, happier, and more human place to live.

Our Information and Referral Program responds to identified social needs by following our agency belief that human service (social needs) can only be met when an individual's dignity is respected, that all individuals have a right to determine what services they need, that every person is entitled to assistance in meeting their needs, that everyone has a right to information regarding human services, that volunteerism is vital to a healthy community and that all services must be provided in a non-exploitive way.

To the City of St. Albert and its residents, the gathering of statistical data provided by an effective Information and Referral program means the ability to assess and identify areas of unmet needs and gaps in service in our community, assist in coordination of social service delivery agencies, and aid in the development of the community as well as prevention of service duplication.

Cost Savings

The appropriate use of human services ensures cost effective utilization of resources; however, even more importantly, as a preventive social service, we provide an opportunity for the client to get help before the problem becomes complex, therefore avoiding costly counselling and treatment.

The information given can range from a limited response (such as an organization's telephone number and address) to detailed data about the services offered.

Program Delivery

Our Information and Referral Program maintains an accurate online computerized resource database of more than 240 community organizations and agencies, which is updated on an ongoing basis.

Community Information and Referral (cont'd)

In 2010, 'Inform' received 1,929,279 hits from 311,850 unique visitors. Of the unique visitors, 8,249 were direct referrals through InformStAlbert.com - this website is the community information database and is shared with The Support Network, Information and Volunteer Centre of Strathcona County, and other 211 supported organizations in the region. It is used by 211 Edmonton for call response and can be searched by the public as well.

Registries/lists are also maintained according to the needs of the community. In addition, we have a computerized babysitting referral service registry (including 15 adult sitters, 39 teen sitters and more than 259 clients with their 506 children accessing the babysitting referral service), snow shovelling registry, apartment rental information list, basement suite rental information list, service clubs/recreation & sports lists, and child care lists.

We also offer approximately five certified Alberta Safety Council Babysitting Courses per year. In 2010, we had 56 children who successfully completed the course.

In addition, the Community Information and Volunteer Centre maintains an extensive collection of brochures and pamphlets about other community and government programs. These brochures and pamphlets are available free of charge to residents of St. Albert. This collection continues to be very well received by our clients. We are able to determine more closely and decide more accurately what are the most pressing issues and areas of need in our community.

We also provide a Community Volunteer Income Tax Program which is a community-based outreach program. It is designed to assist seniors, low-income residents and people with disabilities with free help during income tax time. For the 2010 tax year, we assisted 272 people.

Statistics

The Information and Referral program, operating in 2010 with an average of ten volunteers staffing various positions, has finished another very productive year.

We have an effective, well-trained team with varied lengths of service, from twenty-one years to newly trained volunteers. This group of dedicated volunteers will continue to manage the reception services by answering queries from the general public and provide referrals where necessary. We continue to train and support our volunteers in communication skills, community resources, and technology upgrades.

Statistical data shows the Information and Referral program had a total of 37,508 contacts.

Future Directions

- 1) **develop effective strategic partnerships and alliances** – we will continue to partner with 211 Edmonton, 211 Strathcona County, Inform Alberta and Alberta Health Services. In addition, we will network with other St. Albert Social Service Agencies to ensure their awareness of our services and programs.
- 2) **promote the Information and Referral program** – we will continue providing current information about CIVC services and events through our websites www.stalbertcivc.com and www.saintalbertcivc.com. Utilize Social Media Marketing opportunities such as Facebook, Google Places and Google Adwords.
- 3) **provide responsive and effective service delivery** – we will continue to populate and enhance the Inform database. We will use the new iCarol Call Reporting system and its analytical features to ensure the information needs of the public are being met through our resource management.
- 4) **increase public awareness of Community Information and Volunteer Centre** – we will continue to distribute our promotional pamphlets and magnets through trade shows, the St. Albert Business Information Centre, FCSS offices, CIVC sponsored events and workshops as well as through our offices. All staff have new business cards which also promote our services. The growth St. Albert is currently experiencing means many newcomers (first-time clients) access our services, making our need for comprehensive, accurate up-to-date community and social service information all the more essential. There will be even greater need for this program.

○ Vivian Leland
Director, Information and Referral

SIDEKICKS MENTORING

Benefits to St. Albert

Families living in reduced circumstances in St. Albert often experience difficulty in meeting all of their children's needs.

Similarly, persons living in a two-parent household in St. Albert experience difficulty meeting all of their children's needs when one of their children has special needs. The primary goal of Sidekicks is to match children in need of additional attention with a responsible, caring volunteer.

Children who have experienced their parents' divorce/separation, illness, the death of a relative, or chronic family problems, have all benefited from the friendship of a volunteer.

Community life for all St. Albertans is enriched through preventive programs such as Sidekicks Mentoring. The time and attention volunteers devote to youth significantly and positively impacts their sense of self-worth and emotional health.

Sidekicks Mentoring (cont'd)

The parents appreciate the willingness of volunteers to share some of the challenges and joys of the parenting role in meeting unique needs of their children. The benefits to children are the one-to-one time they receive, attention, and exposure to activities they may not otherwise experience. Knowing that there is a consistent and caring friend to discuss issues and problems, is what a child needs to build inner strength. The program reduces the need for other costly, community funded intervention services by providing such support.

Program Delivery

Sidekicks volunteers are carefully screened and trained before they are matched with children. Volunteers must go through a lengthy interview process, provide character references and undergo a Police Information Check.

A Child Welfare check and verification of auto insurance is also a routine part of the screening process. Parent(s) and children undergo a lengthy interview process as well. The purpose of the interviews are to gain insight into each family situation and the parents' perceptions of their children's present challenges, needs, and interests.

The Director meets with the children in order to further profile needs and interests from the child's perspective. The youth's name is then added to the waiting list, and a file is opened once all components of the process are complete. All involved parties must participate in a child sexual abuse awareness workshop as part of their orientation.

A match will be made on the basis of the volunteer's receptiveness, comfort level, and compatibility in meeting the child's needs and understanding of the particular family situation.

The Director offers ongoing support to all parties involved in the match.

Appropriate referrals to community agencies and resources are provided to all parties on an as-required and/or requested basis.

Once a match is in place there is supervision of the volunteer/child match and of the families to ensure the success of the matches. As the demands of the Sidekicks program increase, ways in which to monitor matches and families are changing to improve this vital service.

In addition to the matches, a series of social events take place throughout the year. These events provide an opportunity for those actively matched and those on the waiting list along with their families to interact with the Director and each other in an informal and/or recreational setting.

These events promote a feeling of belonging in the youth, who may be feeling isolated, and provide funds for other social events. The events contribute to an increasing awareness of the Sidekicks Mentoring program and offer the Director further opportunity to observe the interactions of participants, thus providing information which is valuable in match supervision.

In 2010, the total number of volunteer hours devoted to the Sidekicks Mentoring program was 4,654. Of these, 4,390 hours were direct volunteer/child contact time (match/group activity hours). 2,317 of the hours were spent in community partnership, fundraisers and preparation work for special events.

Types of Matches

While the majority of Sidekicks are involved in traditional adult-to-child matches, the peer match, the couple and/or family match continue to be implemented in order to meet a continuing demand for service.

The couple and/or family match is of interest to people who want to volunteer in our community but want to do so as a family unit. In this situation, couples or entire families are matched with a young person who needs extra adult attention and to observe shared warmth, stability, and caring in a family situation.

Parent and child-to-child matches addresses the desire of some St. Albert residents who wish to become involved in volunteerism along with their own child, while at the same time providing the Junior Sidekick with the additional attention and friendship.

The peer match is designed to bring a mature, responsible teenager together with a young child between six and ten years. Teens generally possess the energy, enthusiasm, and determination which are conducive qualities in meeting the abundant energy levels of young children. The teens who commit themselves to a Junior Sidekick are generally considering a future career in the child and/or human service field.

Community Partnerships

Partnering with the community provides Sidekicks' volunteers, youth and their families with additional opportunities for personal development. Research has shown that youth who feel a connection to their community are more likely to have a positive self-image and participate in healthy activities. Similarly, organizations and businesses that partner with youth on community projects experience personal rewards and increased recognition. The community is enhanced by the efforts of all parties.

Sidekicks Mentoring (cont'd)

Each year, participants in the Sidekicks program have been encouraged to volunteer in the community. This not only benefits the community, but offers the individuals an opportunity to learn new skills and to experience the satisfaction of making a difference in the community, both of which serve to enhance the self-esteem of the youth.

Community partners such as Tim Horton's Children's Foundation provided opportunities for Sidekicks youth to attend its summer camp. The Tim Horton's children's camps facilitate leadership skills, personal growth, friendship with others from other places and backgrounds, and increase our youth's awareness of themselves.

Current Challenges and Future Directions

One of the biggest challenges for the Sidekicks program is recruiting enough volunteers to meet and maintain the mentoring needs in St. Albert. The need for qualified and screened volunteer mentors in St. Albert continues to grow. Younger boys make up the majority of the Sidekicks waiting list and finding male mentors for the program is an ongoing concern.

Sidekicks follows appropriate risk management policies. Sidekicks will only accept volunteers who have been interviewed, screened (and successfully completed two screening processes); reference checked (3 references) and match the program's goals and objectives. As a result we build into our program a loss of approximately 50% to 75% of the people who apply to become mentors. This is a conscious decision we have made to ensure that the volunteers in the program are the "right volunteers" for our clients.

Sidekicks Mentoring program looks forward to continuing our investment in the youth and mentors in St. Albert.

○ *Lorraine Gerling, Director
Sidekicks Mentoring*

VOLUNTEER CENTRE SERVICES

Benefits to St. Albert

The Volunteer Centre serves two clients - primarily those seeking volunteer opportunities so they can make an impact on issues concerning them, and second, agencies needing the support of volunteers to enhance, support or deliver agency programs.

Active participation does not happen by chance. Potential volunteers approach the Volunteer Centre for help in connecting with available volunteer opportunities.

Many are unaware of the selection of organizations that would benefit from their support and the variety of opportunities available to them.

The Volunteer Centre provides a central point of access to the volunteer community by bringing together people and community needs. It involves people of all ages and experiences, from a variety of backgrounds and opportunities, regardless of financial ability. The Volunteer Centre provides a chance for everyone to be involved and to make a difference.

Value of Volunteers

Volunteers are not a substitute for inadequate funding. In fact, volunteers are necessary even when funding is adequate. Volunteers bring to human services a dimension that is different from paid staff.

- Extra hands can supplement paid staff in terms of expanded hours of operation, increased service, different or new services.
- Volunteers from a variety of backgrounds provide alternate points of view.
- Volunteers with special skills/talents are recruited to augment the skills of salaried staff.
- Volunteers are perceived to have more credibility than salaried staff when they speak publicly for their organization.
- Volunteers can focus intensively on an issue or client to provide individualized attention.
- Satisfied volunteers often become donors of money and goods.

Program Delivery

Bringing people and community needs together

The Volunteer Centre focuses on the volunteer as our client. Agencies contact us when they need help to find volunteer support, or are approached by us to become a referral agency. Once a position listing is received by the Volunteer Centre, volunteers are recruited through public service announcements (PSA's) in local media, on our website www.stalbertcivc.com and on www.govolunteer.ca

As a regular feature, PSA's provide a timely and consistent method of reaching out to potential volunteers, raising public awareness to opportunities in local agencies, and encouraging community residents to pursue positions of interest to them. Targeted recruitment asks volunteers to contact the Volunteer Centre directly for referral to specific agencies. In 2010, 33.5% of volunteers referred heard about a volunteer opportunity in a local newspaper, 42.2% from the internet - a number that increases yearly, and 24.3% through word of mouth, phone book or brochure, government agency or school.

Volunteer Centre Services (cont'd)

When volunteers contact the Volunteer Centre, either in response to a PSA, the internet or seeking information, a personal or telephone interview is conducted. By exploring a potential volunteer's interest, availability and goals, a match to an appropriate assignment can be made.

The Volunteer Centre utilizes VICTA, a computer volunteer management database that compiles all the volunteer opportunities received from 184 community agencies in St. Albert and the Edmonton area. We posted approximately 260 active listings of individual postings, many of which require multiple volunteers.

Client Advocacy

If an appropriate opportunity is not located through the listings in VICTA, staff may conduct a search for an opportunity. This may lead to staff working directly with an agency to create a position which would accommodate the specific needs or skills of the potential volunteer, and benefit the agency. Every effort is made to find an appropriate match. Follow-up contact with volunteers in the form of a survey (Outcome Measures) is performed to determine placement satisfaction.

Statistics

The Community Information and Volunteer Centre has been fortunate to have a committed team of volunteers serving in a variety of areas including the Board of Directors, delivery of service, special events, fundraising, promotion, information and referral, reception, and volunteer recruitment and referral. In 2010, more than 76 volunteers contributed approximately 7,516 hours of service to the Community Information and Volunteer Centre.

The Community We Serve

Individuals Seeking a Volunteer Opportunity:

- 581 individuals seeking a volunteer opportunity were referred to our member agencies in 2010.
- since some individuals request more than one referral, a total of 949 referrals were made to member agencies.
- 13.5% of individuals are 55+ years, 18.5% are under the age of 17 years and the majority (68%) are between the ages of 18 and 54 years.
- 32.2% are male and 67.8% are female.

Volunteer Survey Outcomes:

- 95% of individuals surveyed indicated they received the information they requested and that the information met their needs.
- 95% of individuals who volunteered would volunteer again.
- 95% of individuals who volunteered had a positive volunteer experience.

Agencies:

- Volunteer Centre Services serves 184 non-profit agencies. 73 of the member agencies are located in St. Albert and 111 are either National, Provincial or Edmonton based agencies.
- In 2010, 73.5% of our volunteer referrals were made to St. Albert agencies. The majority of people who live in St. Albert wish to volunteer in St. Albert. A small number of individuals are looking for a volunteer experience they can only find in a larger community. Also, some seek to volunteer for a certain cause; for example, diabetes or cancer support, which are provincial or national organizations. Since our number one client is the volunteer, we endeavour to find the appropriate opportunity for their interest and passion.
- 100% of agencies surveyed find the process by which we refer volunteers user friendly and effective.
- 95% of agencies surveyed are not asking for anything more than we are currently providing pertaining to Training, Recruitment and Referral Services.
- 96% of agencies surveyed report that their contact and interaction with CIVC staff met their expectations.
- 81% of agencies surveyed are satisfied with the current recruitment of volunteers in their organizations.

Agency Survey Outcomes:

- 98% of agencies surveyed report that we have assisted them in achieving their goals.
- 100% of agencies surveyed report that they would recommend the Volunteer Centre's services to other organizations.

Highlight of Activities for 2010

- In March, 2010 Alberta Culture and Community Spirit invited our Centre to host seven delegates from Hokkaido, Japan. The delegates are all employed in the non-profit voluntary sector in Japan and were anxious to learn more about our agency's leadership within the voluntary sector. We were very pleased to have been considered for the privilege of welcoming the Hokkaido Volunteer Exchange delegation in our community and our Centre;
- Volunteer Fair "Cultivate Your Role in the Community";
- Developed educational session needs assessment for the upcoming training season;
- Continued education to member agencies and promotion of govolyunteer.ca to the public as another means of searching for local volunteer opportunities;
- Honoured to have extremely committed volunteers supporting our Volunteer Centre's work. They have expertise as volunteer referral consultants, govolyunteer.ca data entry, VICTA database, phone marketing, and administrative support;

Volunteer Centre Services (cont'd)

- Directors participated in the Volunteer Management Group (VMG), and Edmonton Training Network;
- Continued to work with Katimavik in the community. Katimavik traditionally remains in a community for three years; however, due to changes in funding Katimavik did not return to St. Albert after June 2010;
- Successful in bringing two volunteers from Canada World Youth to our community for a period of 12 weeks. One CWY volunteer was from Ottawa and the other from Nicaragua.

What's the focus for 2011?

Our goal for 2011 is to assist our number one client - the volunteer - to make that link with a community agency and have a satisfying volunteer experience.

It is a priority to ensure that the individual has many points of entry for volunteering such as govolyunteer.ca, meeting with a volunteer referral consultant in person, making the connection over the telephone or utilizing email communications.

Supporting member agencies will continue to be a focus as will continuing to offer training that is relevant for those managers of volunteers. 2011, Volunteer Centre Services will continue to focus on increasing community awareness and the promotion of our Centre and the services we provide to the community. Our Centre will continue to organize and manage the Fall Volunteer Fair and continue our participation in the St. Albert Chamber Spring Lifestyle Expo Trade Show.

○ Pat Phelan
Director, Volunteer Centre Services

PERSONS WITH DEVELOPMENTAL DISABILITIES

Benefits to St. Albert

This is the eighth year for the Persons with Developmental Disabilities program. The concept of having people with developmental disabilities being given the opportunity to volunteer in the community has been well accepted with non-profit organizations in St. Albert and in Edmonton. This shows a very positive shift from the belief that people with developmental disabilities are unable to contribute to society to an understanding that they can and want to contribute. They choose volunteering for reasons such as skill development as a way of entering the competitive work place, to help others and give back to society and because they want to increase their social environment not unlike the mainstream volunteer.

Through a grant from Persons with Developmental Disabilities Edmonton Region Community Board, we developed a power point presentation that can be used to promote peer mentoring for people with developmental disabilities while building a more inclusive and positive community for everyone. The ongoing challenge is to continue to work with agencies to develop and/or customize the volunteer opportunities for people with developmental disabilities. As requests for volunteers are received from member agencies that would be an appropriate fit for a person with developmental disabilities, the requesting agency is introduced to the idea of placing a person with a developmental disability in this volunteer role.

Statistics

Ending 2010, there are 98 volunteers with developmental disabilities on file. This shows a growing interest in volunteering among persons with developmental disabilities in our community.

○ Pat Phelan
Director, Volunteer Centre Services

TECHNOLOGY UPDATE

In January, 2010 our new website www.stalbertcivc.com was launched. The design of this website has allowed us to easily update and maintain the content to ensure it is active and fresh, reflecting the activities of our Centre. Using a survey and forms site called Wufoo has enabled us to offer more interactive service through our website for those clients who prefer to contact us via the internet.

Ricky Masik and Susan Jones attended the Association of Information and Referral Services Alberta (AIRSA) Conference in June, 2010. Ricky successfully completed the AIRS Certification for Resource Specialists and obtained her official CRS designation.

Sidekicks Mentoring and Community Information and Volunteer Centre continue to have membership pages at Facebook. We also have some informational videos published on Youtube.com. CIVC has recently joined with InformAlberta to replace our aging Regional Internet Database. InformAlberta is the Provincial 211 Internet Database of community and health-related information.

We have been working with Alberta Health Services and InformAlberta to transfer our data from InformACR and integrate it into the existing data of InformAlberta. The features available with InformAlberta will also allow us to provide our internet clients with the ability to access links of up-to-date lists for our most requested service resources.

Technology Update (cont'd)

In addition, we have been working toward capturing our call reporting statistics through a new, more comprehensive system provided through iCarol.com. This system will provide us with reporting alternatives and breakdown of call information to allow a more detailed analysis of our callers' information service needs and our abilities to meet those needs.

The Babysitting Referral Database continues to enable us to provide the growing demand for this service. The Pamphlet Inventory Database System provides a means of tracking and recording the Pamphlet Library and the information distributed by this means.

We continue to work with MPECS Inc. for the maintenance of Local Area Network.

○ *Ricky Masik*
Director, Information Technologies

COMMUNITY VOLUNTEER INCOME TAX PROGRAM

The Community Volunteer Income Tax Program is a community-based outreach program. It is designed to assist seniors, low-income residents, and people with disabilities with free help during income tax time. Revenue Canada offers free training sessions to instruct volunteers (who have a basic understanding of income tax) how to complete basic income tax returns. Public Service Announcements are placed in our local newspapers requesting people to call Community Information and Volunteer Centre to book an appointment. Since its inception in 1998, we continue to have a growing demand for this program. This year we assisted 272 people.

○ *Vivian Leland*
Director, Information and Referral

VOLUNTEER PROMOTION

Volunteer Week • April 10 - 16, 2011

Volunteers: Passion. Action. Impact.

National Volunteer Week was celebrated in style with our annual Coffee Break program and our Volunteer Appreciation luncheon.

More than 280 volunteers attended 'Back to the Future - 150 Years of Volunteer Impact' Volunteer Appreciation Luncheon. While enjoying a wonderful buffet, the participants had an opportunity to visit and were entertained by the Retro Divas. A great time was had by all.

Our 14th annual Volunteer Coffee Break continues to be a huge success thanks to the very generous participation of our sponsors: six Tim Hortons locations, four Starbucks locations and two Second Cup Coffee Company locations.

4,560 coffee break coupons were distributed to 65 of our member agencies that requested these valuable coupons to recognize the important work that their volunteers do to make St. Albert a better community.

In consultation with Community Information and Volunteer Centre, the St. Albert Gazette once again published the Volunteer Week supplement.

Volunteer Citizen of the Year/Leaders of Tomorrow

• April 30, 2011

Community Information and Volunteer Centre held its annual Volunteer Citizen of the Year and Leaders of Tomorrow Awards. Anna Rodger was honoured with the Volunteer Citizen of the Year award. In addition, Anna Rodger received the 'Family and Community Service' award, Kathy Batty received the 'Community Volunteer Youth' award, Dale Hanson received the 'Service to Community' award, Susan McBain received the 'Community Volunteer Leadership' award, and Urban Stang received the 'Community Outreach' award.

This year five youth and a youth group were honoured as outstanding youth with the Leaders of Tomorrow awards. Congratulations to Jaden Babiuk (6-12 years), Naatiya Prakash (13-15 years), Abi Iskander and Caitlin LaRose (16-18 years), Keegan Farrell (19-21 years), and the Youth Asset Advisory Committee (youth group).

A special thank you to Jody Boras of i.d.ah interiors who created our theme "Volunteers ... Love in Motion!" and took our event décor from concept to reality.

We continue to celebrate volunteers in St. Albert throughout the year as schools invite us to present Leaders of Tomorrow certificates to students who have been nominated for this prestigious award. In June, 2010 we were invited to present Leaders of Tomorrow certificates at Awards Night Ceremonies for Sir George Simpson School and Paul Kane High School. In October, 2010 presentations were made at Bellerose High School Awards Night.

Statistical Summary - St. Albert Community Information and Volunteer Centre

	2003	2004	2005	2006	2007	2008	2009	2010
Information and Referral								
Database Size	533	516	253	258	252	244	241	240
Information Requests	11480	15309	18677	18354	42928**	41436**	36693**	34137**
Electronic Contacts								3371
Babysitting Course Entrants	166	140	116	119	66	59	75	56
Community Inc. Tax clients	210	192	195	208	239	267	269	272
Sidekicks Mentoring								
Participants: Children	32	27	30	36	38	28	28	30
Families	21	15	17	16	20	16	14	13
Program Participant Hours	3169	5110	4850	3866	4187	2742	5108.5	4654
Contact Hrs with Children	2756.5	2572	3945	3297	3692	984	4819	4390
Waiting List/Children	19	10	8	18	19	16	15	10
Community Partnership Hrs.	2298	3187	3065	1938	1655	1158	2544	2317
Electronic Contacts								2203
Volunteer Centre Services								
Management and Training Service								
Workshop Participants	36	131	80	179	184	3900***	1280***	1336***
Recruitment & Referral Program								
Agency Client Database	94	141	151	166	185	177	189	184
Agencies Served	72	82	70	93	115	177	189	184
Agency Requests	250	240	245	367	423	414	272	260
Volunteer Referrals	400	464	479	504	458	627	1210	1692 +
Electronic Contacts								3690
Volunteer Promotion								
Participants in National Volunteer Week Activities	4100 *	3975*	3352*	3123*	3463*	3309*	4404*	5394*

* Includes participants in the Volunteer Coffee Break program, Volunteer Appreciation Celebration, Volunteer Citizen of the Year/ Leaders of Tomorrow awards ceremony and nominations, newsletter distribution, Volunteer Friendly Business Awards.

** Increase due to availability of new web statistics re web hits and informstalbert.com database.

*** (2008) Includes '40 Days of Community' at the St. Albert Alliance Church and the November Volunteer Fair.

(2009) Includes Youth Camp, Optimist Club, Senior Citizens' Club training, November Volunteer Fair and Spring into Spring Lifestyle Expo.

(2010) Includes Board Development, Leadership Institute Training, Senior Citizens' Club training, November Volunteer Fair and Spring into Spring Lifestyle Expo.

+ (2010) Includes 743 volunteer referrals that were recruited and referred to the 55 Plus Alberta Winter Games.