

## **Volunteer Resources Group**

### **VISION:**

The Volunteer Resources Group is dedicated to enhancing the quality of life in Plano through Volunteerism.

### **MISSION:**

To serve the volunteer community by providing leadership, increased awareness and understanding of trends and needs.

### **GOALS:**

- Identify priority issues
- Impact City services in positive ways
- Attract skilled volunteers
- Increase volunteer productivity
- Examine future opportunities
- Encourage partnerships and support efforts
- Help coordinate new program initiatives
- Achieve a successful City program-wide outcome
- Encourage community-wide stewardship through volunteerism

**In 2009, 97,800 hours were donated at a value of \$1,809,684, the equivalent of 12,225 eight-hour days worked by volunteers, helping to strengthen our services and stretch our City budget in difficult economic times.**

**President Obama's Call for Service**, the use of new technology, and the economic changes, led to opportunities and challenges for the VIP Program this year. Some responses to these new situations were:

## United We Serve

The President is calling on all Americans to participate in our nation's recovery and renewal by serving in our communities. There are many ways to get involved. America's new foundation will be built one community at a time - and it starts with you.

### **Training to create additional opportunities**

The Volunteer Resources Group held training on Volunteer Capacity Building, where a number of new positions for groups and individuals were created and have since been filled. We continue to work with all departments to create new opportunities while handling contacts from new volunteers daily.

This influx of volunteers has given us additional resources to capitalize on during these challenging financial times and has made an impact on services to our citizens. It has also brought some challenges. We enhanced our infrastructure to more effectively manage and utilize the large number of volunteers coming our way.

### **New Technology! It's not business as usual here at VIP**

**Volunteer<sup>2</sup>**, our new software, has helped with online registration, setting up opportunities and schedules, communication, tracking hours and statistics. Next year, we will ask volunteers to update their online profile with emergency contacts and share additional skills and languages in case the City can use them to prepare for changing needs in the City.



## More New Technology!

**Constant Contact** an email newsletter is a cost-saving measure bringing us closer to our volunteers. This new format will help us do a better job of keeping in touch and sharing stories and photos of you volunteering.

Departments like Animal Shelter, Community Emergency Response Team (CERT), Fire and Sustainability & Environmental Services (SES) are using new avenues to engage volunteers and the public. Volunteer supervisors are creating Facebook pages and Twitter accounts in hopes of staying better connected. They use discussion boards to communicate privately, post event pictures, share links to news articles and more. Facebook allows them to communicate with a closed group of volunteers like the CERT Team. Twitter accounts allow departments like Fire, to send short bursts or "tweets" of information to their "followers" making updates available instantly. SES has multiple sites that provide news, videos, articles and details about their volunteer initiatives.

**Survey Monkey** helps us track how new volunteers are getting acclimated and collect feedback from seasoned volunteers - something we have done through email or mailings in the past.

## Recruiting and Marketing

VIP has heightened program awareness through new technology and greater online marketing and recruitment. VIP's online profile with VolunteerMatch.com generates daily referrals leading to volunteer placements throughout the City. Similarly, VIP receives a large response from the Volunteer McKinney Center online referral system. This connection generated 88 unique referrals this past year. Our best volunteer recruitment tool, however, is still our own Volunteers In Plano Web site. Since January 2009, administrative referrals increased by 139%, allowing for a larger number of placements to assist with positions and special projects. Sustainability & Environmental Services combined volunteer recruitment and registration into our Web site, increasing their volunteers by 150%.

## Program Recap

### Administrative and Special Projects

Sixty-six volunteers donated 5,833 hours serving in multiple locations assisting with Web and graphic design, treasury analyst, 2010 census, database warehousing, geographical information system and scanning documents.

### Animal Shelter

Out of the 6,806 volunteer hours donated to the Animal Shelter, 1,317 hours were spent working specifically with dogs.

The Animal Shelter has 126 volunteers who assist the Plano Animal Services Department with adoption counseling, cleaning, dog walking, events, fostering animals and much more.

### Libraries

Plano Public Libraries utilize 42 shelving volunteers across five locations, donating 2,417 hours to keep books on the shelves and available to the public.

Plano Public Libraries have 273 volunteers who assist with book mending, cataloging, donation sorting, genealogy, Library Links with Seniors, shelving and more. In the last year, Library volunteers have donated a total of 15,218 hours to the City.

## Strength in Numbers

The City of Plano recognizes that during these difficult economic times the contribution of volunteers become increasingly more valuable.



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## Program Recap continued

### Parks and Recreation

Thirty-two Senior Computer Learning Center volunteer instructors taught 384 participants how to stay connected through the Internet and email. They also provided instruction in Photoshop and basic computer programs contributing a total of 1,618 hours.

The Plano Parks and Recreation Department has 293 volunteers serving at Arbor Hills Nature Preserve, Convention and Visitors Bureau, Courtyard Theater, Interurban Railway Museum, The Senior Recreation Center, Oak Point Park and Nature Preserve, The Amphitheater at Oak Point Park, Plano Centre, Therapeutic Recreation and more. In the last year Parks and Recreation volunteers have donated 34,302 hours to the City.

### Police

Plano Citizens Police Academy Alumni Association contributions are up 32% from last year. Approximately 180 PCPAAA volunteers assist the Plano Police Department in a variety of functions, including Citizen Patrols, Skywatch towers, Handicap Parking regulations and general support. The PCPAAA volunteers' contribution exceeded 10,671 hours.

### Sustainability & Environmental Services

One hundred fourteen Plano Community Garden volunteers donated 2,200 pounds of organically-grown produce to the Plano Food Pantry.

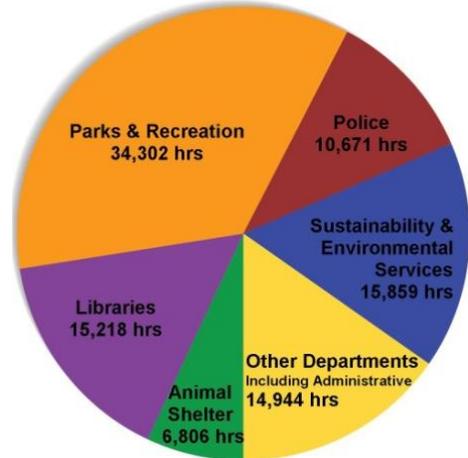
The Sustainability & Environmental Services (SES) Department utilizes 341 volunteers to assist with blogging, composting, marketing, organic recycling, plot tending, research, seminars and much more. In the last year, SES volunteers have donated 8,570 hours to the City.

For the 2009 Live Green Expo, 605 event volunteers participated filling 60 positions and 244 shifts. More than 3,000 hours were donated to this annual event that boasts 15,000 attendees.

### Fire

Plano Fire Rescue Association (PFRA) has 25 volunteers who assist the Plano Fire Department in promoting education and fire/life safety awareness to the general public. PFRA members donated 2,353 hours helping with many public education events including safety fairs and other events.

### 5 Biggest Users



*In 2009 the City of Plano saw a return of \$9.63 in volunteer support for every \$1 invested in VIP.*

The 2009 value of a volunteer hour is \$18.50 as recommended by The Independent Sector. (The Independent Sector ([www.independentsector.org](http://www.independentsector.org)) is a non-profit, non-partisan organization that conducts research on a variety of topics, including the value of volunteer time. The value is based on the average hourly earnings of all production and nonsupervisory workers.)

## Diversity in Volunteer Services

In the City of Plano, volunteers serve in the following ways:

Animal Care & Fostering	Book Shelters & Menders	Camp Counselors
Database Designer	Emergency Response	Gardeners
Genealogy Research	Group Facilitators	Handicap Patrol
Instructors & Coaches	Interpreters	Kitchen Aids
Leisure Buddies	Library Assistance	Live Green Advocates
Museum Docents	Office Assistance	Park Stewards
Pet Adoption Counseling	Photographers	Reading to Seniors
Recycling Monitors	Sorting Book Donations	Special Event Ushers
Warrant Calls	Web site & Graphic Designer	

While this list is far from inclusive, it demonstrates the diversity of support volunteers provide our staff and citizens. Volunteers serve to enhance services and work in most City departments.

## Recognition and Awards

In 2009 Volunteers In Plano, City staff and the Volunteer Resources Group saw their efforts recognized locally, state-wide and nationally. Volunteers were honored for their extraordinary efforts and dedication. Volunteer supervisors received accolades for achievements above and beyond their regular duties. Volunteer programs were hailed for meeting critical community needs during tough economic times.

Listed below are honors and awards bestowed upon our volunteers, staff and programs.

### 2009 Award Winners & Honorees

- Kathi Cavanagh named Texas Animal Control Association (TACA) Volunteer of the Year
- Joan Shopoff, Therapeutic Recreation Supervisor, was named City Employee of the Year. Last year, Therapeutic Recreation used more than 500 volunteers to assist their 4,000 participants in 140 programs.
- Debbie Calvin named Interurban Railway Volunteer of the Year
- Lone Star Salute Volunteer of Year VIP Honorees
 

Bob Atteridge	Gloria Chick
John Crouse	Jan Eppard
Tacey Geyer	Intelli Choice Tutors
Peter Lo	Barri Montgomery
Brenda Steib	Julia & Mike Woods
- Recipients of 2009 PCPAAA/CAPP Handicap Parking Service Award
 

Diane Boorman	John Carlson	Ron Dawes
Bill Fell	Cheryl Fleming	Jim Fleming
Dan Hay	Jim Hursey	Neal KatzAlan Kohn
Richard Kwasneski	Patty Lewis	Micah O'Dell
Donna Petty	Bob Rippner	Richard Wilson
Jill Young		
- Corina Sadler named National Association of Volunteer Programs In Local Government (NAVPLG) Outstanding New Volunteer Administrator
- Robin Popik elected to the Association of Leaders In Volunteer Engagement ALIVE Founding Board
- Alana O'Brien earned "Certified in Volunteer Administration" certification from the Council for Certification in Volunteer Administration



Kathi Cavanagh (right) receives Texas Animal Control Association volunteer award from President Vicki Francis.



Corina Sadler receives national award.

## City Employees Show They CARE

Every year City of Plano employees show their commitment to our community through the Workplace C.A.R.E.S. Program. Planned and managed by employees, Workplace C.A.R.E.S. seeks to motivate and enable City of Plano employees to become involved and make a difference. “The collective effort of City employees has made a tremendous impact on Plano’s ability to feed the hungry, cloth the homeless and support children in need” explains City Manager Tom Muehlenbeck. “Working together we can accomplish so much more than we ever could individually.”

City employees participate in 10 Workplace C.A.R.E.S. projects each year. During the holidays employees donate gifts and food to the Adopt-An-Angel program, give their time as Bellringers for the Salvation Army and provide coats and blankets to Allen Community Outreach and Plano Children’s Medical Clinic. Employees volunteer to be school mentors, speak at school career days and participate in a high school “job shadow” program for a day in February. Staff also contributes food to feed the hungry, school supplies for children in need and clothing to those in need, while others participate in Race for the Cure and the Plano Balloon Festival each year.



## Emergency Volunteer Reception Center

**EVRC** is prepared to operate an online emergency registration or reception center in times of disaster. EVRC will assemble volunteer needs throughout City departments and place volunteers where needed.



### City of Plano Volunteer Resources Group

Robin Popik, Volunteer Resources Supervisor,  
Certification in Volunteer Management

Alana O'Brien, Volunteer Resources Coordinator,  
Certified Volunteer Administrator

Corina Sadler, Volunteer Resources Coordinator,  
Certificate in Volunteer & Community Resource Management

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