

How we run successfully without duplicating existing efforts by park staff and stewardship groups

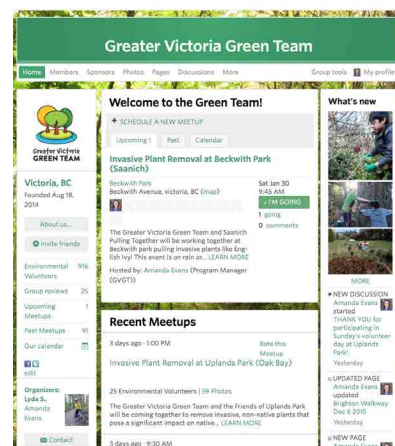
- Effective in attracting and engaging volunteers. In less than 5 years we have grown to 3,500 volunteers



- Received unprecedented recognition and won 5 awards:

Name of Award	Year
Recycling Council of BC <i>For providing services beyond expectations in environmental stewardship</i>	2015
YWCA - Environmental Sustainability Award <i>For extraordinary leadership and generating opportunities to minimize human impact on our planet</i>	2014
Earth Day Canada - National Hometown Heroes Group Award <i>For outstanding environmental leadership, engaging, educating and empowering community to support a healthier environment</i>	2013
Nature Vancouver - Frank Sanford Award <i>For providing services and activities that foster public interest and education in the appreciation and study of nature</i>	2013
Jane Goodall Institute - Certificate of Recognition <i>For making the world a better place for people, animals and the environment</i>	2012

- Founded on and use social media (meetup.com) to engage a younger untapped demographic between ages 12-45. We are effective engaging individuals
- Work with others and have a strong collaborative approach. We promote and infuse volunteers into existing stewardship programs/groups
- Have no borders and can run activities in any parks (we have our own insurance)
- Add capacity. Our goal is to implement your Environmental and Community Management Plans and so our activities are determined by you!
- Run youth and at-risk youth focused activities during school hours to provide teachers and students with experiential learning opportunities. We have relationships with 40 schools in Metro Vancouver and 8 schools in Greater Victoria
- Have an effective outreach and communications strategy (media, presentations in schools). This helps increase the visibility of parks and existing programs/groups. So far we have been covered 45 times (television, radio, magazines, newspapers)
- Add resources. As a charity we can apply for funding from Foundations to funnel resources (native plants and trees, mulch, materials for boardwalk repairs, nest box materials, interpretation signs) into parks, as needed
- We treat our volunteers really well! We have a very strong volunteer recognition program (rewards and incentives). Volunteer letters include a photo of the volunteer in action
- Make it very easy for individuals to sign up and volunteer
- Write detailed summaries, take many photos and illustrate before and after photos after every volunteer work party to show the positive impact on ecosystems. All our photos are available for your use!



Volunteers receiving If You Care Environmentally Friendlier products (recycled foil, compostable parchment paper, natural sponge cloths)

